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May 30, 1995

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MAY 31 1995

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D.C. 20554

William F. Caton, Acting Secretary
Federal Communications Commission
1919 M Street, NW - Room 222
Washington, D.C. 20554

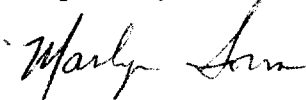
Re: Reply Comments of Viacom Inc.
MM Docket 94-123

Dear Mr. Caton:

Filed herewith, on behalf of Viacom Inc., are an original executed counterpart and four copies of the declaration of Steven Goldman that was attached as Exhibit A to the Reply Comments of Viacom Inc. filed May 26, 1995 in the above-captioned proceeding. (A facsimile signature appeared on Exhibit A of the May 26 filing.) Please associate this declaration with that filing.

If you have any questions, please contact undersigned counsel.

Respectfully submitted,



Marilyn D. Sonn
Counsel for Viacom Inc.

cc w/enc: Thomas Polgar, Esq.

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EXHIBIT A

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D.C. 20541

I, Steven Goldman, declare the following:

1. I am the President, Domestic Television Division, and Executive Vice President, Television Group, Paramount Pictures Corporation ("Paramount"), which is owned by Viacom International, Inc.

2. Paramount has conducted market research into the factors that foreshadow the success of a television program in syndication and, conversely, those factors that foreshadow failure. In conducting this research, Paramount examined programs that had been successful (i.e., highly rated) while on the network and that had generated enough episodes to syndicate. Paramount then separated these programs into two groups, based on whether they were successful or unsuccessful in syndication, and looked for patterns in each group.

3. A pattern emerged. The successful programs had (1) strong appeal among either (a) men or (b) teenagers and children and (2) low appeal among viewers over 50. In contrast, the unsuccessful shows typically had strong appeal among women and older viewers and lacked a secondary audience appeal. The following tables illustrate these demographic patterns for eight programs while they were on the network and subsequently in syndication:

TABLE 1

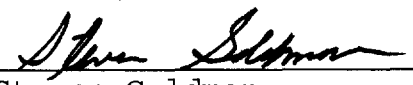
Program	Network Audience Composition						
	% Total Men	% Men 18-49	% Total Women	% Women 18-49	% Teens/ Kids	% Total 50+	Syndication Success or Failure
HAPPY DAYS	24	18	33	24	42	16	SUCCESS
SIMPSONS	28	26	30	25	44	6	SUCCESS
BEWITCHED	22	15	30	23	47	15	SUCCESS
MASH	32	19	40	24	27	29	SUCCESS
MARY TYLER MOORE	28	16	41	24	32	29	FAILURE
BOB NEWHART	29	16	44	24	27	33	FAILURE
MURPHY BROWN	32	22	55	35	6	31	FAILURE

TABLE 2

Program	Syndicated Audience Composition						
	% Total Men	% Men 18-49	% Total Women	% Women 18-49	% Teens/ Kids	% Total 50+	Syndication Success or Failure
HAPPY DAYS	24	19	29	22	48	12	SUCCESS
SIMPSONS	29	26	26	24	44	6	SUCCESS
BEWITCHED	16	12	27	20	57	11	SUCCESS
MASH	36	25	39	26	25	24	SUCCESS
MARY TYLER MOORE	30	18	46	28	24	30	FAILURE
BOB NEWHART	31	20	47	30	23	28	FAILURE
MURPHY BROWN	31	24	48	36	21	20	FAILURE

4. In sum, Paramount concluded, based on its research that, although high network ratings are generally a prerequisite to syndication success, high network household ratings do not assure the success of a program in syndication. The program must also appeal to certain demographic groups. Network programs that appeal primarily to women or viewers over 50 are unlikely to succeed in syndication even if they have high network household ratings. Station executives who purchase these programs now recognize these fundamental principles and apply many of them in buying off-network sitcoms.

I declare under penalty of perjury that the foregoing is true and correct. Executed on May 25, 1995.



Steven Goldman
President, Domestic Television Division,
Executive Vice President,
Television Group,
Paramount Pictures Corporation